



THE WHITE HOUSE
WASHINGTON

January 28, 1963

MEMORANDUM FOR THE HEADS OF

EXECUTIVE DEPARTMENTS AND AGENCIES

For more than 80 years, the American Red Cross has given sympathetic and effective aid to victims of disaster. It also provides morale-sustaining services to members of the Armed Forces; collecting blood for use in 4,100 hospitals; serving as the coordinating agency to meet the requested blood needs of the Department of Defense; making Americans safer and healthier through its training programs in First Aid, Water Safety, and Home Nursing; giving young people the opportunity to learn how to be good citizens through service to their communities.

The 3,600 chapters of the American Red Cross serve every community in the land. It has 2,200 staff members providing welfare services at U.S. military installations and medical facilities in this country and overseas. Some two million volunteers serve in its ranks -- and in our behalf. Our voluntary support makes this possible.

The annual Red Cross campaign is one of three authorized each year within the Executive Departments and Agencies. In March 1963 a Campaign for Members and Funds will be held by local Red Cross chapters except in those communities in which the Red Cross obtains financial support through partnership in federated fund campaigns.

A Red Cross amply supplied with the resources to fulfill its responsibilities is essential in this critical era. As its Honorary Chairman, I warmly urge all Federal Government employees and members of the Armed Forces to continue their fine support of this organization whose services are so indispensable to the nation's well-being.

EXECUTIVE REGISTRY FILE

W. R. Rouse *Mr. [Signature]*

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